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Sales and Marketing MANAGEMENT

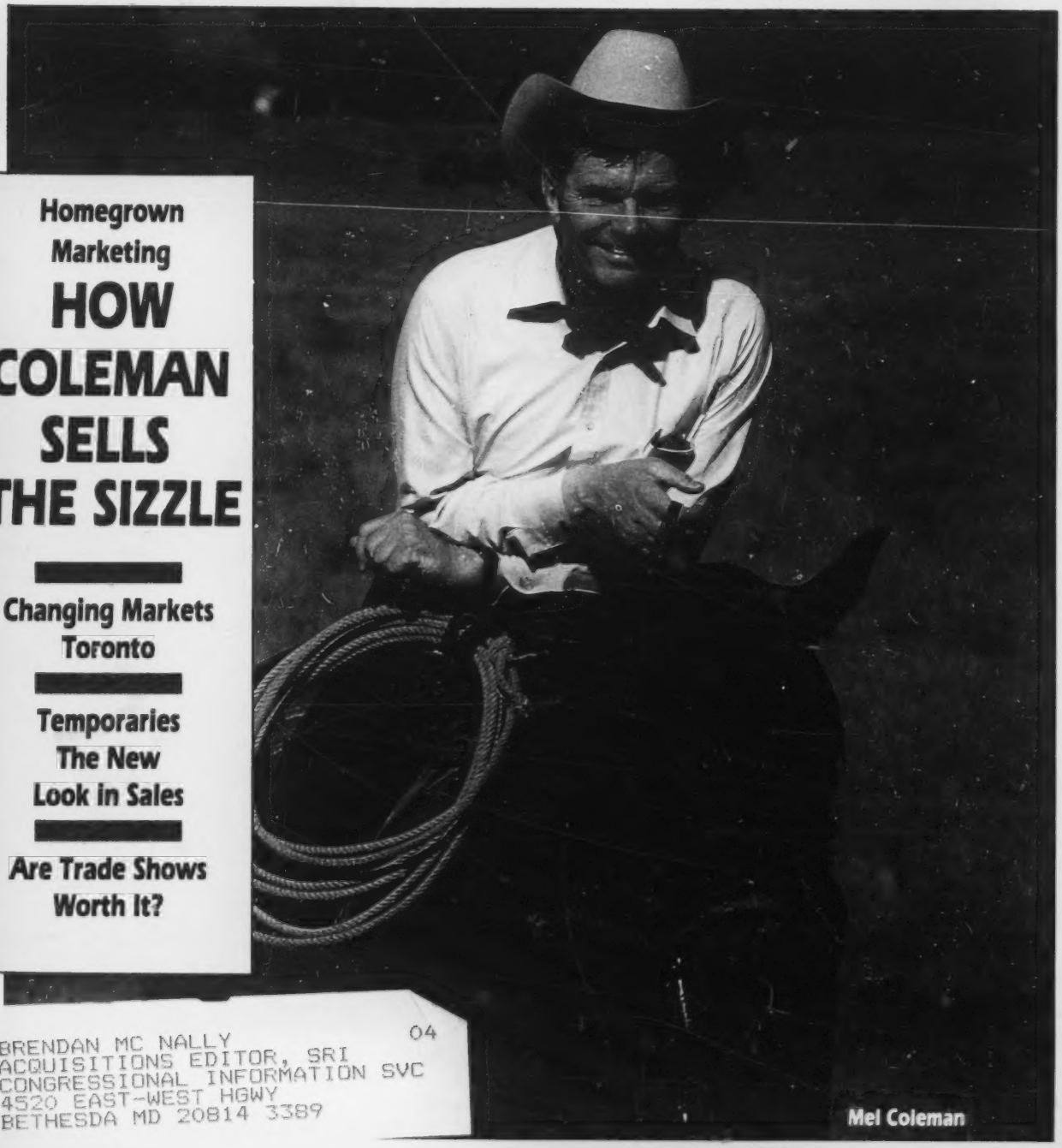
Homegrown Marketing

HOW COLEMAN SELLS THE SIZZLE

Changing Markets Toronto

Temporaries The New Look in Sales

Are Trade Shows Worth It?



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Cover:
Coleman's Natural Beef has gone from slim pickings to a healthy outlook as it implements its own kind of home-grown marketing.
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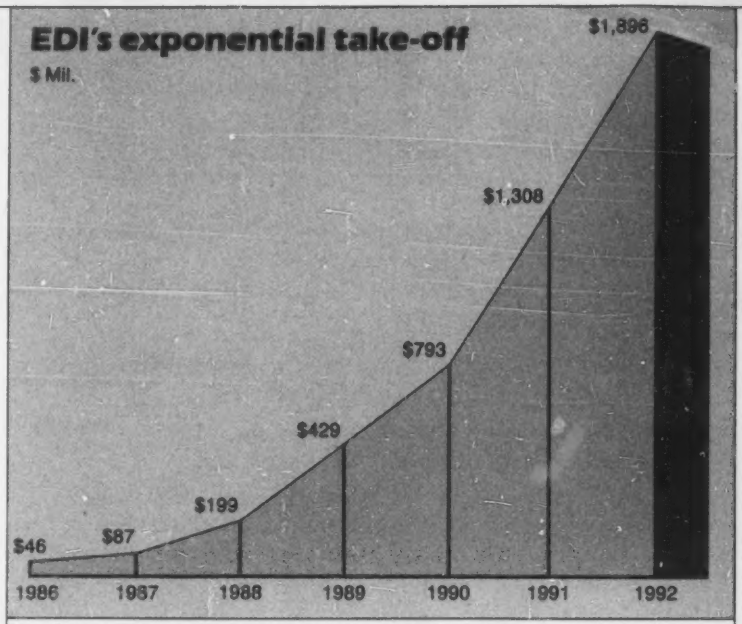
Computer highlight

Fast EDI growth seen as uses expand

Marketers can expect to see more EDI in their future. Once popularly identified as computer-to-computer placing of sales orders, EDI (Electronic Data Interchange) will mushroom as the technique plays a bigger role among marketers, suppliers, and customers, says a new report from Input, a Mountain View, CA, research firm. EDI services are projected to grow 88% a year between 1986-92 (see graph).



Note: Excludes such consumer-oriented applications as electronic shopping, automatic teller machines, point-of-sale terminals, and airline reservation systems.
Source: Input, *U. S. Electronic Data Interchange Services 1987-1992*.

Typical EDI examples: When a Super Valu computer tells a General Mills computer to ship so many boxes of cereals, or when a hospital, using a terminal or PC supplied by Travenol Laboratories, sends an order for medical supplies to Travenol's computer.

Fewer clerical errors (because retyping is eliminated) and faster order cycle time are two growth catalysts, says Audrey L. Mandela, communications research director with The Yankee Group, a Boston-based research firm. Addressing a Yankee

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Group seminar on intercompany networks, Mandela noted that indirect benefits of EDI include increased sales productivity, reduced inventories, and improved management control. However, she adds EDI's prospects are still clouded by "fear of change, corporate ambivalence, communication and systems costs, security concerns, and lack of knowledge."

But new wrinkles—such as making it possible for users to interchange data across competing networks—will foster acceptance, Input says.

Target selling: Old tack with new tricks

What's the single most important piece of information a marketing organization can have? "A list of every prospect who will buy its product or service in the next two years," according to George Carlisle, chairman and president of Scitex America, the Bedford, MA, maker of computer imaging systems.

Speaking at Babson College's recent annual sales software conference, Carlisle urged marketers to focus on target selling, which separates those most likely to buy from other prospects, "to win orders you would not have gotten, in far shorter time, and at a lower cost."

Noting that target selling has been around for some time, Carlisle stressed that the concept has been made more effective by electronic databases that contain relevant details on all customers and potential prospects. Other helpful factors include telequalifying that enhances the timeliness and accuracy of the information, PCs that provide fast access to the data, and software that rates or prioritizes prospects and gets the information to the sales force in a form that aids their call planning.

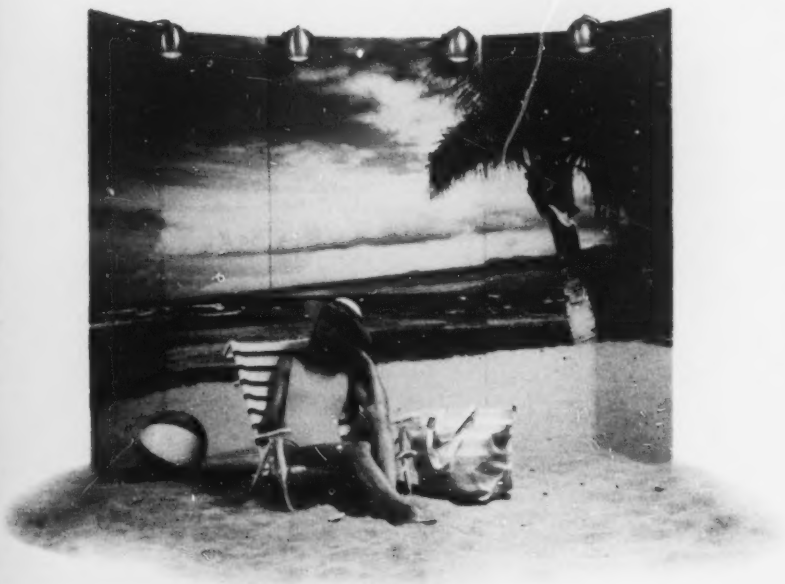
Carlisle said his own company is nearing completion of a computerized target marketing project. He maintains that the program has cut the time it takes for new salespeople to become productive from six months to 30 days (S&MM, December 1986).

The cost of a computerized target selling program? Carlisle estimates it to be between one-fourth and three-fourths of 1% of sales for a $100 million company and about 1%–2% for a $10 million–$30 million company.

New products for the sales force

At Comdex, portable PCs dominated new products of potential appeal to sales and marketing executives. In the laptop area:

- NEC Home Electronics, Wood Dale, IL, introduced a MultiSpeed model ($2,495) with improved



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